whether said data indicates usage of the signal reproduction device in excess of a predetermined minimum usage criterion.

16. A system according to claim **14**; wherein said means for determining comprises means for determining whether said data indicates that usage of the signal reproduction device satisfies a predetermined usage pattern.

17. A system according to claim **14**; further comprising means for producing a qualification signal indicating whether said signal reproduction device satisfies said predetermined qualification criterion.

18. A system according to claim **14**; further comprising means for storing the produced data at the remote location prior to transmitting said data.

19. A system according to claim **18**; further comprising a hardwired signal path interconnecting said usage sensing device and said means for storing.

20. A system according to claim **14**; further comprising means provided at said centralized data processing facility for generating a report concerning said signal reproduction device if said signal reproduction device satisfies said predetermined qualification criterion.

21. A system according to claim **14**; wherein said means for sensing comprises a usage sensing device having receptacle means for coupling with a power cord of said signal reproduction device.

22. A system according to claim **21**; wherein said usage sensing device includes means for securing said power cord within said receptacle means so that said signal reproduction device can be powered only via said usage sensing device.

23. A system according to claim **14**; wherein said means for sensing comprises a usage sensing device having a power cord which is plugged into an AC receptacle of a domestic power supply.

24. A system according to claim **23**; wherein said usage sensing device includes said means for producing data; and further comprising means for transmitting said data over domestic AC power supply lines via said AC receptacle into which said power cord of said usage sensing device is plugged.

25. A system for automatically qualifying a signal reproduction device for installation of monitoring equipment in association therewith, comprising:

means for automatically sensing when said signal reproduction device is in use;

means for producing data representing times at which said signal reproduction device is in use; and

means for determining whether said signal reproduction device satisfies a predetermined qualification criterion for utilization of said monitoring equipment based upon said data representing said usage amount.

26. A method of monitoring usage of a signal reproduction device, comprising the steps of:

automatically sensing by means of a usage sensing device when said signal reproduction device is in use;

producing data representing usage of said signal reproduction device; and

comparing said data with information concerning usage of said signal reproduction device provided from a source other than said usage sensing device.

27. A method according to claim **26**; wherein said other source is a diary maintained by a member of an audience using said signal reproduction device.

28. A method according to claim **26**; wherein said other source is monitoring equipment installed in association with said signal reproduction device, said monitoring equipment including means for monitoring at least one of a source of a signal reproduced by said signal reproduction device and the audience using said signal reproduction device.

29. A system for automatically qualifying a signal reproduction device for installation of monitoring equipment in association therewith, comprising:

means for automatically sensing when said signal reproduction device is in use;

means for producing data representing times at which said signal reproduction device is in use; and

means for determining whether said signal reproduction device satisfies a predetermined qualification criterion for utilization of said monitoring equipment if said times represented by said data exceed a predetermined minimum usage threshold.

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